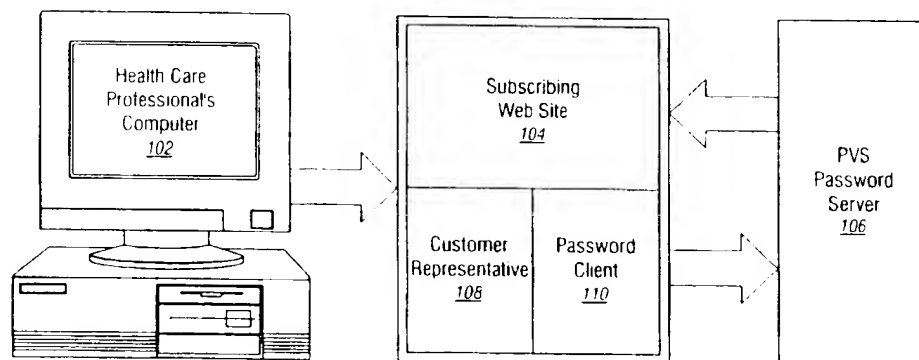


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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7 : H04L 29/06	A3	(11) International Publication Number: WO 00/27088 (43) International Publication Date: 11 May 2000 (11.05.00)
(21) International Application Number: PCT US99 22253 (22) International Filing Date: 24 September 1999 (24.09.99) (30) Priority Data: 60 106,838 3 November 1998 (03.11.98) US 09/248,308 11 February 1999 (11.02.99) US (71) Applicant (for all designated States except US): PHYSICIAN VERIFICATION SERVICES, INC. [US/US]; P.O. Box 231, Wynnwood, PA 19096 (US). (71)(72) Applicants and Inventors: MCCORMICK, Douglas, K. [US/US]; 1353 Arbordale Road, Wynnwood, PA 19096 (US). DUBNER, Robert, J. [US/US]; 13 Westervelt Place, Westwood, NJ 07675-1921 (US). (74) Agents: GROOVER, Robert et al.; Groover & Associates, PC, 17000 Preston Road #230, Dallas, TX 75248 (US).		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report</i> (88) Date of publication of the international search report: 31 August 2000 (31.08.00)

(54) Title: REMOTE PHYSICIAN AUTHENTICATION SERVICE



(57) Abstract

A method and system of remote verification of an end user of web page with controlled access. Users are issued a user name and password which can be used to access any site which subscribes to the described verification system. A user connects to a web site which contains desired information. When the user attempts to enter an area (or page) of the site with controlled access the pre-issued user name and password are requested. Once this information is entered, the subscribing website sends a secure (encrypted) query to a remote password database server. The supplied information is checked against a verification database. A yes or no secure verification is sent back to the subscriber site. This verification can include anonymized demographic information such as specialty, location, and type of practice. The subscriber site then acts upon the verification received. The information entered by the user, while sent by the subscribing site is not accessible by the subscribing site. Thus, the subscribing site cannot create its own database of pre-verified users. Preferably users are not required to be preregistered, and can gain access by entering identifiers which are checked against official Medical Association records. Preferably, whenever a user accesses a Web site and provides basic demographic data, the image of the sales representative most likely to deal with that user (based on location, zip code, or area of interest, etc.) will appear on the user's screen. The web site gets enough of the data entered by the user to select the proper sales representative, but not enough to target the user with solicitations.